

The Honorable Donald Butler

Director

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Base Grant: \$500,000

Specialty Crop Grant: \$3,430,000

Total Grant: \$3,930,000

Marketing:

Marketing Arizona Wines:

Home Grown Marketing, \$67,200.

The marketing company will conduct direct marketing and promotional events at 70 leading restaurants marketing Arizona Wines.

Radio Promotions for Arizona Watermelon in the Los Angeles Market:

California Arizona

Watermelon Association, \$23,600.

The grant enables the California Arizona Watermelon Association to conduct a radio promotion, and thus expand watermelon markets, in the Los Angeles, CA market.

Website Improvements:

California Arizona

Watermelon Association, \$32,320.

The grant makes improvements to the Association's website, to both facilitate industry communication and increase and capture new visitors.

In Full Bloom Show:

California Arizona

Watermelon Association, \$7,000.

The grant will enable the association to produce and film a ½ hour segment of M Entertainment's "In Full Bloom Show," highlighting Arizona watermelon.

Direct Marketing of Arizona Grown Products:

Eggers Farms, \$5,000.

This small farm in Southeastern Arizona is a premium producer of organic apples, and often receives requests from the public about "U-pick" opportunities. This grant will allow the farmer to market the orchard and farm appropriately during the apple picking season.

Improving Market Returns on Apples through Varietal Changes:

Eggers Farms, \$2,500.

To improve orchard revenues, varietal changes can be made to these processing apple varietal trees. However, this can have a major fiscal impact on revenue to the orchards, and is generally done in small steps. This grant will allow the orchard to "speed up" the process of grafting new varieties.

Goodness Grows in Arizona...and so do our Kids!:

Hickman's Egg Ranch, \$290,685.

The grant provides weekly television spots during local morning shows which features segments about cooking with Arizona grown specialty crops, in addition to various press releases, and a State Fair "Arizona Grown" t-shirt promotion.

Marketing for Greenhouse Grown Tomatoes:

Eurofresh Inc., \$151,000.

This marketing program will allow for billboard truck advertising, supermarket in-store demonstrations, and an Arizona Grown resort program, tailored to Arizona's tourists.

Five a Day Arizona:

Western Growers Association, \$338,250.

Promotes a supermarket promotion initiative, food service initiatives and consumer outreach for the Five a Day program.

Agri Tourism at Reas' Olive Ranch:

Reas' Olive Ranch, \$57,000.

The grant will market and fund the development of the agri-tourism component of its Queen Creek, AZ farm, and market specific products to targeted markets.

Continued...

Marketing:
Continued...

Arizona Shrimp Industry Newspaper Advertising:

Desert Sweet Shrimp, \$30,000.

Informational articles will be placed in print media to make people aware of Arizona Grown Shrimp. Each article will speak about something unique concerning the raising of shrimp in Arizona.

Farmer's Market:

Duncan Family Farms, \$20,000.

The grant will provide initial funding which will allow the market to be self sustaining within three years. This proposal was written in cooperation with the Town of Goodyear and Buckeye Chamber of Commerce.

Arizona Agridome at Schnepf Farms:

Schnepf Farms, \$31,000.

The Arizona Agridome at Schnepf Farms will be an interactive, informative, educational and entertaining presentation designed to market Arizona's specialty crops directly to the public.

Promotion and Marketing Plan for Arizona Pecans:

Arizona Pecan Growers Association, \$44,000.

Grant dollars will be utilized through recipe cards, brochures, web site development, packaging labels, and media ads in newspapers and radio.

Arizona Grown Wine Country Market:

Arizona Wine Growers Association, \$80,000.

Funds will be used to promote Arizona wines through various wineries, and promotion of the industry as tourist location in southern Arizona. Brochures, websites, and posters will all be bought with funds in an effort to market the wineries.

Website Development:

Blue Sky Farms, \$7,300.

Funding will be used to design and develop an interactive website which will showcase the individual components that make up the Blue Sky operation, and to market it unique Arizona Grown product line.

Addition of Arizona Grown logo to Produce Packaging:

Blue Sky Farms, \$9,268.

Funds will be used to update and modernize packaging design on Blue Sky Farm's products.

Arizona Grown Billboard Campaign:

Martori Farms, \$29,150.

Funds will be used to promote Arizona Grown produce through 35 billboards throughout the Phoenix/Metropolitan area.

Increasing the Quality, Quantity and Sales of Pistachios:

Pistachio Corporation of Arizona, \$49,347.

The grant will allow the Pistachio Corporation of Arizona to increase storage capacity of the harvested crop, improve processing, so there is a better product to sell, and improve packaging of the product.

Farm Fact Booklet and Interactive CD:

Arizona Farm Bureau, \$32,000.

The Farm Bureau will publish a Farm Fact booklet (24 page, 4x9 in.) on Arizona Agriculture to highlight its diversity and develop and distribute an interactive farm tour CD. The booklet is a continuing project from the past 15 years.

Adding Value to and Expanding the Market of Arizona's Largest Specialty Crop - Alfalfa:

Desert Wheat Growers Cooperative, \$24,225.

This proposal requests funding to evaluate the feasibility of developing a value-added processing facility to convert alfalfa into a complete horse ration, conveniently packaged for the retail horse feed market.

Arizona Grown Segment on KPNX:

Schnepf Farms, \$30,000.

This proposal funds the development, production, and a ring of weekly television segments on the local NBC affiliate. Each segment features specialty crops "in season" that people may pick or buy at a store. Some segments include upcoming farm festivals featuring an Arizona grown specialty crop. It will increase awareness to residents about the wealth and diversity of Arizona agriculture.

Central Arizona Food Processing Facility:

Scythe & Spade Company, \$21,440.

Funds will be used to acquire and obtain data for a feasibility study regarding the location of a centralized processing plant within the state.

Economic Impact Survey of the Arizona Nursery Industry:

[Arizona Nursery Association, \\$7,897.](#)

This project conducts full market research on the entire nursery crop industry. This survey was most recently completed in 1998.

Automatic PLU Labeling System:

[Associated Citrus Packers, Inc., \\$21,462.](#)

Funds are being spent to purchase and install five individual Hurst Labeling units, which are to be mounted over optic sizing lanes. These are being installed under the auspices of the new “country of origin” labeling requirement, to be in place by September 2004.

New Options, New Markets for Arizona’s Pistachio Industry:

[Arizona Pistachio Association, \\$33,575.](#)

Funds are being used to analyze the pistachio industry in Arizona and recommend a processing structure and value added marketing strategy that would be inclusive of all the region’s growers. The study will analyze production and processing capacity, industry competitiveness, processing options and cost effectiveness, market opportunities and positioning strategies as well as implementation issues such as entity formation and project financing.

Small Farmer Promotional Assistance:

[Various Recipients, \\$50,000.](#)

Fifty-thousand dollars was awarded to small agricultural producers in \$5000 (or less) increments throughout the state to better promote their small vegetable stands, “u-pick” organizations and promote educational awareness about Arizona agriculture. By far, these small organizations were willing to match more of their own funds and have gained significant value from these small grants. For example, one company was able to upgrade and purchase 50,000 new produce labels for organic grapes for national distribution...even Hawaii! Prior to this program, they were limited to only selling locally.

Research:

Supplemental Pollination of Jojoba:

[University of Arizona, \\$41,800.](#)

The objective is to increase yields in existing commercial jojoba fields through supplemental pollination by developing the technology to harvest, store, and apply jojoba pollen, and secondly, to select superior male varieties which can be used in new plantings.

Risk Analysis of Citrus Tristeza Virus:

[University of Arizona, \\$56,900.](#)

This project provides for a distribution and the prevalence survey and genetic characterization of the severe and mild CTV isolates so that the risk potential of CTV to Arizona citrus growers can be estimated.

Demonstration, Research Evaluation & Economic Analysis of Weed Sensing Sprayer in Tree Crops:

[University of Arizona, \\$56,323.](#)

This project will compare sensor controlled intermittent spray technology vs. traditional continuous spray technology, and through collection of harvest data from the differently sprayed fields.

Rapid Delivery of Research and Technology to Arizona Vegetable Producers:

[University of Arizona, \\$55,000.](#)

This project works to increase the rate and quality of research information transfer from its source to specialty crop industries across the state. It will enhance and increase the effectiveness of the Arizona Crop Information web site, a current site supported by the University as a hub for all specialty crop producers wishing to obtain information about specialty crops in Arizona.

Subsurface Drip Irrigation (SDI) for Sustainable Product of Specialty Vegetable Crops in Arizona:

[University of Arizona, \\$71,397.](#)

One objective of this proposal is to evaluate the profitability of produce grown under SDI and conventional flood irrigation by tracking management inputs and final yield and quality from “ditchbank to dinnerplate.”

Fall Applied Foliar Zinc for Pecans:

[University of Arizona, \\$35,076.](#)

This study will assess fall foliar zinc applications and test if leaf zinc levels remain above 40 ppm; prevent visible zinc deficiency symptoms, and maintain nut yield and quality levels equal to those of conventionally treated pecans.

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Research:

Continued...

Understanding Flower Drop of Minneola Tangelos and Navel Oranges:

University of Arizona, \$41,570.

The research will explore the relationship between temperature and tree water status as it affects flower drop.

Improved Consumptive Use Estimates and Crop Coefficients for Arizona Alfalfa:

University of Arizona, \$38,498.

Knowledge of crop consumptive use requirements represents an essential first step in the effort to improve irrigation management of alfalfa. The University will develop improved information on alfalfa consumptive use through the establishment of field studies in central and western Arizona.

Expanding Nursery Production in Arizona with Retractable Roof Greenhouses:

University of Arizona, \$45,488.

A retractable roof greenhouse structure will be built in Spring 2002 at the University of Arizona Campus Agricultural Center. Grant monies are sought for establishing a research program that will develop crop specific information for nursery growers, improve the knowledge of how to manage the environment within the structure, maintain optimum growing conditions, and explore the feasibility of producing new crops in retractable roof greenhouses.

DNA Based Diagnostics for Phymatotrichum Root Rot:

University of Arizona, \$54,404.

The objectives of this study are to: develop DNA probes specific for root rot; culture different isolates of the fungus and extract and amplify the DNA; use DNA probes and known infected plants to establish techniques for positive identification; and determine if roots of plants that do not show symptoms can be positively assayed for root rot.

Precision Farming:

Dune Company of Yuma.

Dune Company will use grant funds to prepare land for this technique, provide specialized labor to implement the procedures, build a sidedress bar, and purchase a Veris (GPS) machine.

Chloropicrin as a Preplant Fumigant to Reduce Monosporascus Vine Decline in Melons:

Martori Farms, \$68,706.

The goals of this project: to reduce the incidence of root infection, increase yield per acre, and an overall reduction in the amount of pesticides used to control this pathogen.

Cantaloupe Freshness Coating:

Martori Farms, \$62,577.

This proposal seeks to demonstrate the benefits of using a polymer coating to extend shelf life and consumer appeal by delaying the dehydration and resulting spoilage of uncoated melons. If the coating is successful, then long shipments to the Pacific Rim and Europe would be possible.

Third Party Audit Funding:

Western Growers Association (WGA), \$6,000.

WGA will set up an independent account within our organization to track and record all receipts and disbursements associated with funding received pursuant to this request. Individuals who have not received a passing audit for their operation or any portion thereof are eligible for a one time grant from WGA in the amount of \$200. This amount is based on the fees levied by the shipping point inspectors performing the audits as part of the National Auditing Alliance.

Fusarium Detection:

Arizona Iceberg Lettuce Research Council, \$21,986.

The objectives of this project are: to survey lettuce fields showing symptoms of fusarium wilt and test symptomatic plants for the pathogen; determine the range of soil temperatures that are conducive to disease development; test lettuce cultivars grown in the fall in Arizona for their relative susceptibility to fusarium wilt; and evaluate new chemistries that target soil borne fungi for potential efficacy in reducing the incidence of fusarium.

Biology and Management of Fusarium Wilt in Lettuce:

Arizona Iceberg Lettuce Research Council, \$27,291.

The objectives of this project are: to develop molecular based methods for detecting and differentiating fusarium species; develop molecular based methods for assaying lettuce seed for the presence of fusarium and determine the level of infestation in commercial lettuce seed; and develop molecular based method for assaying

soil for the presence of fusarium and determine the spatial distribution of the fungus in the soil.

Thrips Management in Desert Lettuce:

Arizona Iceberg Lettuce
Research Council, \$47,257.

The objectives of this project are: determine spatial and temporal dynamics in desert cropping systems; determine which thrips species is infesting Arizona lettuce; study basic biological factors in thrips development; and assess direct and aesthetic damage this pest causes.

Evaluation of Lettuce Cultivars for Resistance to Fusarium Wilt:

Arizona Iceberg Lettuce
Research Council, \$114,000.

The University of Arizona will study various resistant cultivars to Fusarium in a commercial lettuce field in Yuma.

Upgrades for Enhanced Lettuce Research at the University of Arizona's Yuma Agricultural Center:

Arizona Iceberg Lettuce
Research Council, \$123,025.

New mechanical upgrades at the research center will be bought and installed.

Nutrient Uptake and Partitioning:

University of Arizona, \$25,849.

Nutrient management recommendations and guidelines do not exist for spring cantaloupes. This research project will create these guidelines.

Imaging Systems for Identifying Nematode Infestations:

University of Arizona, \$111,699.

The study will correlate nematode populations in the field with spectral signatures of infected plants that are characteristic of nematode infestations. Once these signatures have been characterized, and nematode distribution plotted for any crop, nematodes could be controlled more efficiently and economically by GPS guided, variable rate application of nematocides.

Analysis and Optimization of Transplants Transportation Conditions:

University of Arizona, \$57,740.

The research will analyze environments during transportation of transplants, determine critical environmental factors for quality preservation during transportation of transplants, and optimize the transportation conditions that

permit transportation of transplants to Arizona growers without significant yield reductions.

Determination of Reported and Unreported Pesticide Applicators using ADA L1080 Pesticide Data:

University of Arizona, \$9,700.

This research will update database information on pesticide usage and create an assessment on unreported pesticide applications.

Applying Information Technology to Monitor and Manage Invasive Plant Viruses and Vectors:

University of Arizona, \$30,891.

The research will analyze real-time interactive capability between growers and specialists, promote better communication among growers and evaluating pesticide usage.

Testing Salinity Tolerance of Southwestern Perennial Ornamentals:

University of Arizona, \$27,096.

The purpose of the study is to complete a second year of testing salinity tolerance of ten commonly used Southwestern ornamental plants.

Education:

2002 Summer Agricultural Institute:

Arizona Foundation for
Agricultural Literacy, \$9,600.

Funds will be used to allow 30 teachers in Arizona to attend a training institute on how to present and teach agriculture in such subjects as social studies, math and reading. Funds paid for transportation, lodging, meals, materials and coordination costs.

Arizona Specialty Crop Educational Units:

Arizona Foundation for
Agricultural Literacy, \$33,000.

Funds were used to pay for a curriculum review, printing and design of curriculum and distribution and coordination.

Arizona Grown by Arizona Kids:

Kenilworth School, \$9,922.

Funds will be used by the school to study hydroponics and other life sciences related to agriculture.

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Education:
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Arizona Shrimp Farm Tours:

Desert Sweet Shrimp, \$128,000.

Funds will be used for infrastructure, provide educational graphics and equipment, and publish handouts and educational material.

Agricultural Education Business and Summer Tours:

Gilbert Public Schools, \$8,000.

Funds will be used to provide for costs of the summer tours for FFA students; includes instructional materials, registration fees, hotel rooms, and bus rental.

Building Interest in Specialty Crop Production among Agricultural Education Students in Arizona:

Arizona Association

Future Farmers of America, \$25,978.

Funds will be used to create new software and curriculum for Agricultural Educational students. This includes a new web site and video.

Hands on Education in Greenhouse Grown Specialty Crops:

Tolmachoff Farms and Buckeye Union High School, \$150,000.

Funds will facilitate introduction of greenhouse growing of specialty crops in Buckeye Union High Schools' Agriscience program.

Agriculture in the Classroom Program:

Yuma County Farm Bureau, \$16,000.

This program was started seven years ago, with local farmers presenting agricultural facts to school age children. The funds from the grant will do the following things: add an internet web site, make and distribute "Agriculture in the Classroom" films, make and develop demonstration and laboratory specimens for hands on experiments, and hire a part time Ag-in-the-Classroom Director.

An Interactive Approach to Educating Citizens about Arizona Agriculture:

Yuma Area Agriculture Council, \$20,000.

Funds will be used to place crop signs throughout Yuma to educate tourists and citizens alike about the types of crops growing in the fields.

Educating Arizona Leaders about the Importance of Agriculture:

Yuma Area Agriculture Council, \$11,500.

Funds will compliment the agriculture tour of Yuma County for Arizona State Leaders. The tour brings leaders from Phoenix to Yuma and provides an agriculture tour of the area. Our purpose of the tour is to give leaders exposure to those the people who provide our food and fiber and our connection to the community, and our importance to the state of Arizona.

Specialty Crop Promotion and Education Awareness Program:

Yuma Area Agriculture Council, \$8,765.

Funds will purchase lesson plans promoting agriculture for every teacher in Yuma County. It will provide a three day seminar promoting the many ways to use this curriculum in the classroom. It will install a computer networking system that offers teachers information about agriculture. There is also a one week mandatory student teaching seminar.

Arizona Grown Agademics:

Arizona Farm Bureau Women's Leadership Committee, \$10,500.

Funds will develop an Arizona Farm Bureau "Arizona Grown Agademics" targeting 4th through 6th grade children. The purpose of the program is to increase recognition and appreciation of the wide variety of commodities grown in Arizona, specifically the diversity of specialty crops.

Arizona Grown

Agriculture in the Classroom:

Arizona Farm Bureau Women's Leadership Committee, \$11,895.

The Arizona Farm Bureau Women's Leadership Committee will develop an Arizona Grown Activity/Coloring book for kindergarten through 3rd grade children. The purpose of the book is to help children recognize all commodities grown in Arizona and help children understand the source of their food.

Today in Arizona Agriculture Video:

Arizona Farm Bureau, \$15,000.

Funds are used to hire a production company to produce a 10 minute comprehensive video looking at Arizona agriculture and the products that are grown here. The video will show consumers what Arizona's agriculture looks like, what products grow here, and the faces and families behind it. A DVD version of this video will also be produced.

Consumer Awareness Exhibit Booth for the Nursery Industry:

[Arizona Nursery Association, \\$6,340.](#)

Funds are being used to develop an educational display for the Nursery Association for use at consumer shows, schools, events and other venues that promote Arizona agriculture. A secondary focus of the display is to promote the Arizona Certified Nursery Professional Program.

Nutrition:

Arizona Grown: Five a Day for Better Health Community Nutrition Project:

[Arizona Department of Health Services, \\$83,809.](#)

Project will revise Vegetable activity book, train at least 500 child care providers in strategies to increase veggie and fruit consumption among children, distribute at least 20,000 Arizona Grown Health Newsletters to parents of preschool children, train nutritionists as media representatives to promote the Arizona Grown/Five a Day message, and incorporate Arizona Grown/Five a Day information in Hearts and Parks activities.

Arizona Grown Specialty Crop Display and Outreach:

[University of Arizona, \\$40,527.](#)

The project will pay for an educational display, brochures, evaluation tools and materials, plus educational outreach.

Taste of Arizona Activity Area:

[Duncan Family Farms, \\$29,947.](#)

A local farmer, which opens his fields for farm festivals, will create a new activity area on his farm that educates visitors about eating Arizona Grown vegetables and fruits.

Five a Day For Schools Program:

[Maricopa County](#)

[Department of Public Health, \\$88,715.](#)

Funds will pay for promotional and educational materials, Five a Day Cookbooks and magnets.

